

Message Text

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ORIGIN COME-00

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R 041918Z MAR 75

FM SECSTATE WASHDC

TO AMEMBASSY BERLIN

INFO AMEMBASSY BONN

AMEMBASSY VIENNA

USMISSION USBERLIN

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E.O. 11652: NA

TAGS: GE, BEXP

SUBJECT: TRADE PROMOTION PROGRAM FOR THE GDR: 1975-1976

REF: BERLIN 5189

1. COMMERCE TRADE PROMOTION SCHEDULE FOR GDR FOR PERIOD
1975-1976 BEING PREPARED ESSENTIALLY AS OUTLINED BY
EMBASSY PER REFTEL. EVENTS PLANNED ARE AS FOLLOWS:

A. PARTICIPATION IN 1975 SPRING AND FALL FAIRS AT LEIPZIG
IN FORM OF BUSINESS DEVELOPMENT OFFICES WITH PROBABLE
PROVISION FOR TECHNICAL SEMINAR AT FALL FAIR. PLANNED
THEME FOR FALL FAIR IS "CHEMICAL/PETROCHEMICAL PROCESSING
EQUIPMENT AND INSTRUMENTATION" AS SUGGESTED.

B. BUSINESS DEVELOPMENT OFFICE AT 1976 SPRING FAIR ALSO
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WITH PROBABLE PROVISION FOR TECHNICAL SEMINAR. TENTATIVELY

PLANNED THEME IS "SPECIALIZED FOOD PROCESSING AND PACKAGING EQUIPMENT" TO ALLOW FOR VISIT TO U.S. LEIPZIG EVENT OF FOOD PROCESSING TRADE MISSION PLANNED FOR EE AT SAME TIME. IN LIGHT OF EMBASSY SUGGESTIONS PARA. 6 REFTEL, COMMERCE THINKING OF MAKING EVENT DUAL THEME EVENT INCLUDING FOOD PROCESSING AND ONE OF THEMES SUGGESTED PARA. 6. EMBASSY REQUESTED COMMENT ON THIS POSSIBILITY AS WELL AS ON COMMERCE PLANS FOR BDO

(CATALOG TYPE EVENT) AS OPPOSED TO EXHIBIT AS SUGGESTED BY EMBASSY PER REFTEL. COMMERCE CAN REVISE PLANS IF EMBASSY BELIEVES EXHIBIT BETTER SUITED, THOUGH COMMERCE WOULD LIKE TO KNOW OF NATURE OF EXHIBIT (SIZE, ETC.) EMBASSY MAY HAVE IN MIND. BECAUSE OF BUDGETARY CONSTRAINTS COMMERCE MIGHT SUGGEST MODEST EXHIBITION REPRESENTING PRODUCTS OF PERHAPS 5 TO 7 FIRMS OR ORGANIZATIONS.

C. COMMERCE HAS AS YET MADE NO SPECIFIC PLANS FOR LATTER HALF OF 1976, THOUGH TRADE MISSION AND EXHIBIT/ SEMINAR FOR 1976 FALL FAIR EXCELLENT SUGGESTIONS. "AGRICULTURAL ATTACHE PRODUCT DISPLAY" IS INCLUDED IN USDA'S MARKET PLANS FOR FY 1976.

2. GEORGIA IOGA MISSION SCHEDULED FOR 1975 WILL NOT REPEAT NOT VISIT GDR.

3. AS EMBASSY SHOULD BE AWARE, BUDGETARY CONSTRAINTS WILL NOT REPEAT NOT PERMIT REPRESENTATIVE FROM WASHINGTON TO MAN BDO IN MARCH. WE WOULD EXPECT SUPERVISOR FOR BDO TO COME FROM EWTC. KISSINGER

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